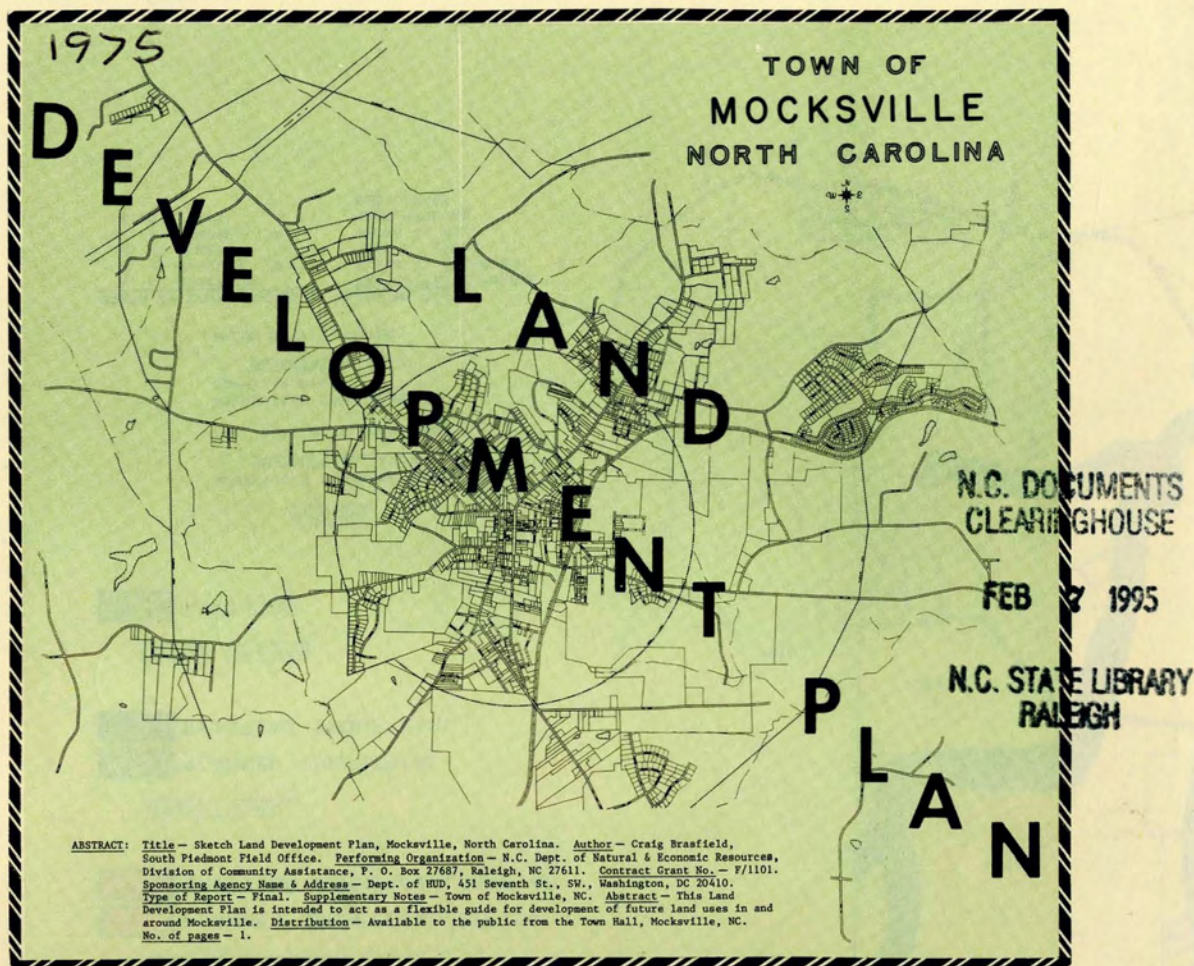


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THE NEED FOR A LAND DEVELOPMENT PLAN

Land use planning is by no means a new idea or concept of local government. Planning for future development in all types of urban areas has taken place for many years. Different urban areas see the actual need for land use planning at different stages in their growth. Cities, towns and counties that have been involved in a process of planning have obviously been experiencing growth at a faster rate than those recently entering the process.

The citizens and units of government that see a need for and initiate a planning process or revive a faltering one will certainly leave an improved and preserved environment for future generations.

The Land Development Plan for Mocksville expresses the land use needs for the town and its surrounding fringe areas. This plan, coupled with land use control implementation, periodic review and update will effectively aid the citizens, private developers, industry, and the town governing board in making sound decisions concerning land use.

WHAT WILL THE PLAN ACCOMPLISH?

In order for any development plan to be evaluated and used for effectiveness, there must be a means for that assessment. A set of measurable goals will serve that function.

The major goal to be achieved is actual use of the Land Development Plan in decisions affecting the future of Mocksville and its citizens. An unused plan is initially expensive in its preparation and erodes public confidence in local government over a period of time.

Through preparation of this plan, some goals have been established for implementation. If used properly the plan will:

ASSIST in all types of development decisions for citizens, government or developers. This will include site analysis and selection, formation of utility extension policies and open space preservation.

INCREASE local citizen awareness and participation in government.

ACT as a guide for the development and management of land use controls.

PREVENT costly mistakes in development of all types.

LAND USE ANALYSIS

In order to derive any reasonable forecasts of the acreage needs for the future the existing land use must be surveyed and analyzed. Comparisons can be made also as to past growth of certain types of land uses if another earlier survey has been made. Such is the case with Mocksville's 1960 Town Development Plan.

There is a basic difference in the land use surveys taken in Mocksville in 1960 and 1975. In 1960, a detailed survey was needed for the development plan. In 1975, the survey was not as detailed, but more an update of the previous one. The nature of the latest survey caused the several types of land use to be combined into four broad categories. These are:

RESIDENTIAL All parcels of land used for living purposes. The dwelling located on that land may be a single family housing unit, multifamily unit or apartments, boarding house or a mobile home.

INDUSTRIAL All parcels of land used for production and/or storage of manufactured goods or materials.

COMMERCIAL/OFFICE This category contains two land uses similar in exterior appearance but with different real functions. These two uses of land are combined for purposes of this survey because of their compatibility. The types of land use include all establishments offering goods for sale as well as those offering a service to the public.

PUBLIC/SEMIPUBLIC This is the broadest category of the four. Included here are all parcels or tracts of land used by organizations for strictly public use, such as schools, churches, cemeteries, parks, playgrounds, hospitals or rest homes. Semipublic land uses are not as numerous as public. Semipublic uses include those of fraternal organizations or clubs, country clubs and any other activity designed for operation on a membership basis.

Very substantial increases in development since 1960 were noted in the analysis of survey data. As noted earlier, the difference in the 1960 survey and this one will account for a very minor part of the change. The table below shows these increases.

LAND USE CATEGORY	LAND USE CHANGES		
	1960	1975	ACREAGE CHANGE
RESIDENTIAL	478	1170	+ 692 a.
COMMERCIAL	41	73	+ 32 a.
INDUSTRIAL	42	66	+ 24 a.
PUBLIC/SEMIPUBLIC	40	110	+ 70 a.
VACANT	1270	726	- 544 a.

SOURCE: 1975 Land Use Survey

Recreational acreage in Mocksville is well above average. Actual facilities are not as plentiful. The town now has plans for developing additional tennis courts and baseball parks.

Land area used as roads, streets and rights-of-way is also a type of development that must be closely watched. In 1960, roads, streets, and rights-of-way covered 112 acres inside the city limits, this has grown to 197 acres.

The above data shows a definite need for land use planning and an effective program of administering land use controls. The figures above combined with the population changes show a healthy environment for development.

ECONOMY

Mocksville's development over the past twenty years has been very substantial. New industry developed heavily between 1950 and 1970. The 1974-75 Directory of North Carolina Manufacturing Firms shows twenty-nine industries that located in the Mocksville area from 1901 to 1971. Ten of these do not list a date of establishment. The table below shows these industries, their dates of establishment and number of employees.

INDUSTRIAL GROWTH		
INDUSTRY	NUMBER OF EMPLOYEES	YEAR ESTABLISHED
Drexel Heritage Furnishings	450-500	1900-1950
B & F Manufacturing Co. Inc.	50-99	1900-1950
J. P. Green Milling Co. Inc.	20-49	1900-1950
Holly Farms Poultry Industries Inc.	20-49	1900-1950
Blackwelder Mfg. Co. Inc.	100-249	1950-1960
Carolina Lingerie Co. Inc.	100-249	1950-1960
Moxvil Mfg. Co. Inc.	100-249	1950-1960
C. A. Seaford & Sons	10-19	1950-1960
Shoaf Coal & Sand Co. Inc.	5-9	1950-1960
Wonderknit Corporation	250-499	1960-1970
Ingersoll Rand Company	250-499	1960-1970
Baker Furniture	100-249	1960-1970
C. R. Anderson Lumber Co.	20-49	1960-1970
Taylor Printing Co.	1-4	1960-1970

SOURCE: The 1974-75 Directory of N. C. Manufacturing Firms

The decades of 1950-1960 and 1960-1970 show the heaviest rate of industrial growth. The information here does not, however, show the establishment dates for five additional industries of substantial size. Those industries shown below did not report an establishment date.

INDUSTRIES NOT REPORTING ESTABLISHMENT DATES	
INDUSTRY	NUMBER OF EMPLOYEES
Drexel Mocksville Plant #34	250-499
Monleigh Garment Co. Inc.	100-249
Belts Inc.	50-99
Skyline Corp.	50-99
Andrews Professional Products	10-19
Trim Inc.	10-19
Junker Feed Mill	10-19
Sheek Tool Company	1-4

SOURCE: The 1974-75 N. C. Directory of Manufacturing Firms

The industrial diversification shown in these figures is beneficial to the area economy in that a wide variety of job classifications are offered. A healthy tax base is also to be expected for this area. The heavy industrialization of the 1950's and 1960's points out the desirability of the Mocksville area. The availability of rail service, proximity to the Winston-Salem/Greensboro urban area and a plentiful labor supply from surrounding counties greatly enhance the future for Mocksville. Despite the rapid industrial development, there is still some developable industrial land within a one mile area of town.

POPULATION

As evidenced by the expansion of land uses, Mocksville's population has also grown. Annexation and immigration due to increased job opportunities are the primary reasons for the population increase. The U. S. Bureau of the Census provides the information necessary for some analysis and projection of population trends. A degree of caution must be used in accepting population figures as the exact number. Factors that must be reckoned with are the changes in information provided by the Census each decade and the reliability of projecting population figures. Current methods and data allow reasonable if not firm projections. The major obstacle to detailed analysis of Mocksville is due to its size. The Census does not contain detailed information for towns with a population of less than 2500.

A look at the available information shows that Mocksville has definitely grown. This growth does not show a steady rate. For instance, 1910-1920 saw 83 new residents of Mocksville while in 1920-1930 there were 357. Percentage increases in population show:

POPULATION GROWTH RATE		
YEAR	POPULATION	INCREASE
1900-1910	1063	+ 318
1910-1920	1146	+ 83
1920-1930	1503	+ 357
1930-1940	1607	+ 104
1940-1950	1909	+ 302
1950-1960	2379	+ 470
1960-1970	2529	+ 150
1970-1975	2840	+ 311

SOURCE: 1910-1970 U.S. Census of Population

The North Carolina Office of State Planning has projected the population of Mocksville for the coming fifteen years. 1980 population should be between 3700 and 3800. 1985 population will be approximately 5,000. The population projections in the 1960 Town Development Plan projected 2,412 people in Mocksville for 1970 when the actual count was 2,529. This shows a reasonable degree of accuracy.

Characteristics of the population show Mocksville to be average in terms of male-female ratio for a town of its size. There have been some minor changes in the makeup of the population since 1950. These changes have occurred mainly at each end of the age tables — population under 5 years of age and over 65. The median age for male citizens of Mocksville in 1970 was 31.3 and females 36.3.

DEVELOPMENT TRENDS

Since 1960, Mocksville's growth has extended the town limits in three areas. These annexations took place in 1966 and 1972. In all three cases, residential was the reason for annexation. This development is the single family type and has not limited itself to one large area. In addition to the annexed areas, this growth is found in two areas on the western side of town and one section on the eastern side. This type of development spread over the entire area of town reflects one of the desirable qualities of small town life. Too often, in larger urban areas, residential areas are found to be oversized and monotonous. The increase in population expected over the next fifteen years should cause these areas to grow even more. The Department of Housing and Urban Development has mapped portions of land inside the town limits that are subject to flooding. These flood hazard areas, though found in undeveloped areas are very near some of the growing residential areas. Factors such as flood plains and soil types must be considered in all types of future development.

Commercial land use in Mocksville has increased by a large percentage but there is still not an excessive amount of land devoted to retail trade. Like recent residential expansion, commercial growth has been spread over the town. The commercial area at the intersection of US 64, US 601 and Wilkesboro Street has grown as has the central business district of town. Annexation accounts for increases in land area for both commercial and residential development. Small isolated parcels of land also account for part of the increase in commercial acreage. This type of commercial development should be expected for Mocksville's future.

Industrial land development has also taken place inside the town limits. Large tract development is normal for industrial growth. The location of the Ingersoll Rand Company's plant is evidence of this. The Bailey Street area is the largest area of industrial land use inside the town limits. The area of most recent and intense industrial development is near the intersection of Milling Road and Bethel Church Road. This area could prove to be valuable as an industrial park.